

RESEARCH AND DEVELOPMENT, NEUCHATEL - QUARTERLY REPORT

DIVISION : MANUFACTURING SERVICES GROUP
SUBJECT TITLE : PRODUCT MODIFICATIONS (LICENSEES)
PERIOD COVERED : APRIL - JUNE 1990
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OBJECTIVES

To monitor product quality and implement cigarette construction modifications when necessary, in order to ensure that the product quality objectives are met.

PRODUCT MONITORING

A Monitoring Report was issued in June, 1990, covering all Marlboro brands produced by third parties for PM-Europe, as well as Ambassador and Diana cigarettes manufactured in Italy and the major Finnish brands.

Of the 46 brands monitored, 33 (72%) showed smoke deliveries within objectives, 11 had smoke deliveries on the high side and 2 on the low side, mainly concerning smoke nicotine.

Action:

Products on the high side:

ML KS Austria: A change of printed figures on pack has been proposed.

ML 100's Finland:

ML Lights 100's Finland

The blend was slightly modified in May. Moreover, prototypes with a new cigarette paper are being evaluated.

ML KS Hungary: A new ventilated version is being planned. Cigarette prototypes will be made in August.

ML Lights LS Egypt: 100% CF-US replaced 100% BB-US by mid-April 1990. Smoke deliveries of May production were within objectives.

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Diana KS Rovereto (Italy):

Diana Sp. Mild Bologna (Italy)

Management decision was taken to change neither the specification nor the product. Results obtained for similar products from the Rovereto and Bologna Factories show higher smoke deliveries than those in Verona. This problem is being studied.

L&M LS Finland: Ventilation has been increased twice since January. Analytical results suggest that SN is on target. However, tar tends to be too low. Subject is being reviewed.

Multifilter KS Hungary: Filter construction is planned to be revised.

ML KS Yugoslavia: Blend adjustments are being planned to improve both taste characteristics and delivery numbers.

L&M Lights 100's Hungary: A modified construction is being tested.

Products on the low side:

L&M LS Hungary: A change of SN target has been suggested.

Bond Street KS: Situation is being reviewed with Area Operations Department.

MODIFICATION OF PRODUCTS

Belmont Menthol LS Finland: Cigarette has been redeveloped. The new construction started in May together with the introduction of the mentholated alu foil. First analytical results are within the objectives.

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NEW PRODUCTS

ML Lights KS Hungary: This new Light KS soft version started in May 1990. Monthly analyses are not yet available.

Belmont 2002 Menthol LS Finland: This new LS Box cigarette will be launched in October 1990. The product specification is available.

MISCELLANEOUS

Italy: A reduction in cigarette diameter from 7.95 to 7.90mm has been accepted by the Italian Monopoly.

Finland: For cost and quality reasons, ATO will cease in-house printing and electro-perforation of tipping paper. The in-house microlaser perforation will continue.

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References:

- Monitoring Report, by Kopp-A-M., dated June 15, 1990.

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